

nificance of this fact, and the manner in which the confidence of the medical profession has been abused. This is particularly interesting for the reason that your JOURNAL has been rather insistently discussing the same thing for the past two years, and sincerely welcomes this change of heart in the *Journal A. M. A.* The surprise of the *Journal A. M. A.* is a bit difficult to understand, for 5 years ago it said, editorially, in referring to two of the nostrums reported upon by this Council on Pharmacy and Chemistry (ammonol and phenalgine), that they "should never receive medical patronage." Shortly after making the editorial statement just quoted, the advertisement of these two nostrums appeared in the pages of the *Journal*, and continued to appear, at more or less regular intervals, until April 1, 1905. This incident certainly warrants one in wondering whether the analyses so recently published will, in time, be forgotten and the advertisements of these nostrums again be received in the *Journal's* pages. It has been said that "history repeats itself"; let us wait and see.

By a curious coincidence, two items were received in the office of the JOURNAL within the hour. One was a copy of the **THE RULES OF THE COUNCIL.** *Journal A. M. A.* for June 3d, and the other was a box containing what appears to be several original packages of a medicinal preparation known as sal hepatica. The Council on Pharmacy and Chemistry of the Association has announced certain rules which, it was said, were to govern the *A. M. A. Journal* in the acceptance or rejection of advertising matter. These rules were published in the STATE JOURNAL for April, at page 103; two of them are of special interest: Rule 1. "No article will (*sic*) be admitted unless its active medicinal ingredients and the amounts of such ingredients in a given quantity of the article, be furnished for publication." Rule 4. "No article will (*sic*) be admitted whose label, package or circular accompanying the package contains the names of diseases in the treatment of which the article is indicated. The therapeutic indications, properties and doses may be stated." The *Journal* mentioned contains the advertisement of sal hepatica, in which it is recommended for the treatment of typhoid fever, etc.; so it evidently is regarded as a medicine. The nearest approach to a formula is, "Sal hepatica is composed of the chemically pure salts which analysis has shown to be present in the most celebrated purgative, 'Bitter Waters,' of Europe." The names or the quantities of these salts are matters left to the imagination. On the package of the "article" which we received, it is stated that it is useful in gout, rheumatism, affections of the kidneys, bilious attacks, skin diseases, constipation, alcoholic excess, headache, dizziness, heartburn, etc., etc. We may be unconscionably stupid, but we fail to see how the advertisement and the package of

the article comply in the slightest particular with the rules of the Council. Perhaps these rules are to be added to "lovers' promises" and "pie crust," in the list of things which are made, only to be broken.

Another county society has taken up the question of cheap insurance examinations, following the lead of Placer county. Sonoma county considered, at its **INSURANCE EXAMINATIONS.** June meeting, the adoption of a resolution in support of the Placer County Society, calling for a minimum fee of \$5.00 for life insurance examinations, and \$2.00 for examinations for benevolent orders. Other county societies should carefully consider this matter. As we have pointed out on previous occasions, \$5.00 is surely little enough money for an examination that is worth anything, and a poor, unreliable, cheap examination is a real harm to the company issuing the insurance and a danger to the insured. If a company is so cheap that it will scrimp in the matter of paying for and getting proper examinations, its business management is certainly open to question, and the liability of its insuring unsafe risks, based on cheap examinations, cannot be ignored. In the last few months we have seen, from the daily, weekly and monthly papers all over the country, how some of these mammoth insurance companies recklessly gamble with the trust funds in their hands, and how their officers squander hundreds of thousands of dollars; yet some of them cannot afford to pay the physician who makes the examination on which the issuance of the policy depends, the small sum of \$5.00!

The Publication Committee and the editor desire to present to the *New York Medical Journal* their apology for permitting the publication, in an editorial referring to it, in the May issue of the JOURNAL, of the following phrase:

A WORD OF APOLOGY. "Its advertising pages are notoriously an abomination of desolations, and even its editorial pages have been bartered for coin."

In this whole controversy anent the advertising question, we have been actuated by an appreciation of a broad general principle, the truth of which cannot well be gainsaid; we have not indulged in petty spite, nor have we had the slightest desire to abuse, slander or libel anyone or any journal. Consequently, we fully, freely and unqualifiedly retract and withdraw the statement quoted. We do not know that the editorial pages of the *New York Medical Journal* "have been bartered for coin." The fact that many medical journals are influenced in their editorial utterances by motives centering in their business department, has been so often commented upon by writers on medical subjects that it seems pretty generally accepted; but to make the bold assertion that any particular journal had actually sold its editorial pages is an entirely different matter.